



December 2003

NATIONAL DRUNK AND DRUGGED DRIVING PREVENTION MONTH

GETTING STARTED

The materials in this Program Planner and the resources it lists for your use provide strategies, ideas and tips to help you develop your 3D Prevention Month activities. The most successful highway safety campaigns:

- Involve a wide variety of community interests and organizations
- Build on existing successful programs
- Use media effectively to raise awareness and influence positive behavior
- Focus on increasing traffic safety in December and year-round

This planner offers ideas to help you meet your specific local needs and plan appropriate activities.

CREATE AND BUILD PARTNERSHIPS

Stopping impaired driving requires a commitment from everyone in your community. National 3D Prevention Month activities provide an excellent reason to strengthen existing partnerships as well as to reach out to new partners. You should seek to identify and bring in new partners early in the planning process.

Answering the following questions should lead you to new partners who will bring new ideas and energy for National 3D Prevention Month activities:

- How involved are these groups and community leaders in your community's 3D activities: law enforcement, medical/health care, education, business, employers, legislators, prosecutors, judges, diverse populations, faith communities, and the media?
- What elected officials and other community leaders can bring the 3D Prevention Month message to your residents and speak out in support of the campaign?
- What influential people or organizations are available to provide financial support or in-kind services to assist in activities such as developing materials, planning the campaign, disseminating information, and handling events?
- This activities guide includes ideas for working with many of the key "communities of interest" that are likely to participate in your 3D coalition.

IDENTIFY YOUR CHALLENGE

Find out the size and shape of the impaired driving problem in your community. For example, do statistics show a problem with drivers aged 21 to 25, repeat offenders or first-time offenders? Do crashes occur more frequently at certain times of day? Are there any other trends? You can access national and state highway safety statistics directly from NHTSA's National Center for Statistics and Analysis at www.nhtsa.com/people/ncsa/

SET GOALS

Based on your community's problems, needs and resources set specific goals for your 3D Prevention Month activities. The information included in this 3D Planner will help you set goals that tie in with national efforts like, *Friends Don't Let Friends Drive Drunk* and *You Drink & Drive. You Lose*. Your community goals could include the following:

- Outreach-based – remind employers to use designated driver and sober ride programs at office holiday parties.
- Activity-based – conduct set amount of saturation patrols or sobriety checkpoints during the mobilization.
- Outcome-based – achieve a goal of zero alcohol-related crashes involving youth for New Year's Eve.

PLAN, IMPLEMENT AND EVALUATE

Your 3D coalition can now create a strategy based on the goals you have set and the resources and expertise of the coalition's members. Use the materials in this planner to get you started and tailor your campaign based on your available resources and budget.

Efficiently organizing, tracking and evaluating your activities will help make this campaign an even greater success, as well as providing a helpful foundation for future 3D Prevention Month efforts. NHTSA's publication, *The Art of Appropriate Evaluation: A Guide for Highway Safety Program Managers*, is a helpful tool for evaluating the effectiveness of your programs. It includes advice on identifying problems, establishing objectives, and other aspects of program development and evaluation. You can get more information at www.nhtsa.dot.gov/people/outreach/media/catalog/

And remember, when 3D Prevention Month is over continue to build on the efforts and relationships that you and your coalition partners have created for year-round activities.